

Message Text

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PAGE 01 STOCKH 00906 021215Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----021220 111090 /12

P R 021138Z MAR 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9922

UNCLAS STOCKHOLM 0906

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: MAY HIGH PERFORMANCE PRODUCTION MATERIALS SHOW PROCUREMENT

REF: (A) USDOC 1378, (B) USDOC 2463

1. P. HAMMARGREN, MANAGING DIRECTOR, KEMI-INTRESSEN AB, AFFILIATE OF SWEDEN'S LARGEST CHEMICALS MANUFACTURER, SUPPORTS PARTICIPATION OF LITHIUM CORP AND WOULD MAN BOOTH BUT WILL NOT PAY ANY PART OF OTM FEE. HAMMARGREN HAS ESTABLISHED CLOSE RELATIONSHIPS WITH ENTIRE POTENTIAL SWEDISH CLIENTELE AND BELIEVES THAT KEMI-INTRESSEN WOULD NOT GAIN ENOUGH BY PARTICIPATION IN SHOW TO JUSTIFY REDUCTION OF PROMOTION BUDGET DEVOTED TO DIRECT SALES CONTACTS.

2. HE FEELS STRONGLY, HOWEVER, THAT LITHIUM CORP WOULD BENEFIT SIGNIFICANTLY BY ADDING EXHIBITION EXPOSURE TO KEMI-INTRESSEN'S ONGOING SALES ACTIVITIES IN SWEDEN AND TO THE SALES EFFORTS OF LITHIUM'S REPRESENTATIVES IN DENMARK, FINLAND AND NOREAY. SINCE LITHIUM WOULD BENEFIT MOST, HE FEELS LITHIUM SHOULD BE WILLING TO PAY FOR THIS ADDED SALES BOOST IN THE FOUR-COUNTRY MARKET. HE ALSO THINKS THAT IF LITHIUM CARES ABOUT ITS REPUTATION AND IMAGE IN SCANDINAVIA, IT SHOULD WANT TO INSURE THAT ITS NAME BE LISTED IN THIS UNIQUE PRESENTATION OF US HIGH PERFORMANCE MATERIALS MANUFACTURERS TO SCANDINAVIAN INDUSTRIAL LEADERS. HAMMARGREN IS WRITING TO
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LITHIUM'S PRESENT, E E SMITH, TO URGE THAT LITHIUM PAY FEE AND PROVIDE DISPLAY MATERIAL AND GRAPHICS.

3. PLEASE CALL SMITH TO INFORM HIM THAT HAMMARGREN RECOMMENDS PARTICIPATION FOR ENHANCING KEMI-INTRESSEN'S AND OTHER SCANDINAVIAN REPS' SALES EFFORTS AND AS ESSENTIAL FOR LITHIUM'S PR IMAGE IN NORDIC REGION. EMPHASIZE THAT NO OTHER COST WILL BE

INVOLVED BEYOND \$2,000 FEE AND SHIPPING DISPLAY MATERIALS AND
MAILING GRAPHICS. KEMI-INTRESSEN WILL MAN BOOTH AND TC WILL
HANDLE USUAL SET-UP AT NO EXTRA CHARGE.
SMITH

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NNN

Message Attributes

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Sent Date: 02-Mar-1977 12:00:00 am
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Subject: MAY HIGH PERFORMANCE PRODUCTION MATERIALS SHOW PROCUREMENT
TAGS: BEXP, SW
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